



(19)

Europäisches Patentamt

European Patent Office

Office européen des brevets



(11)

EP 0 822 535 A3

(12)

## EUROPEAN PATENT APPLICATION

(88) Date of publication A3:  
04.10.2000 Bulletin 2000/40

(51) Int. Cl.<sup>7</sup>: G09F 27/00, G06F 17/30,  
G06F 17/60

(43) Date of publication A2:  
04.02.1998 Bulletin 1998/06

(21) Application number: 97113326.9

(22) Date of filing: 01.08.1997

(84) Designated Contracting States:  
AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC  
NL PT SE  
Designated Extension States:  
AL LT LV RO SI

(30) Priority: 01.08.1996 US 691900

(71) Applicant: AT&T Corp.  
New York, NY 10013-2412 (US)

(72) Inventors:  
• Apte, Jitendra  
Tinton Falls, N.J. 07724 (US)  
• Roesler, Marina Lima  
Westfield, N.J. 07090 (US)

(74) Representative: Kuhnen & Wacker  
Patentanwaltsgeellschaft mbH,  
Alois-Steinecker-Strasse 22  
85354 Freising (DE)

### (54) Interactive multimedia advertising and electronic commerce on a hypertext network

(57) A system and method for providing targeted, interactive, multimedia advertisements and electronic commerce capability on a hypertext network. Advertising software from a server is loaded on a user's client computer through a browser at the user's request. The display screen of the client computer is partitioned into a browser area, which retains the full functionality of the underlying browser, and advertising area. Controls affecting the presentation and content of the advertisements streamed from the server to the client computer are available to the user in the advertising area, as are secure purchase and electronic coupon controls.

FIG. 4

